

# **Fincra Stakeholder Engagement and Communications Policy**

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## 1. Purpose

### a. Summary

The purpose of this policy is to establish robust guidelines for the **Marketing, Communication, and Content Team of Fincra Technologies** to effectively engage with and communicate information to stakeholders.

This policy aims to enhance transparency, build trust, and ensure consistent and compliant communication practices within the specialized context of Fincra, the fintech industry and regulatory laws in Nigeria.

### b. This document describes:

- What will be communicated
- When it will be communicated
- With whom we will communicate

### c. Topics of communication

As part of regular communications information will be disseminated and obtained in the following main areas:

- Product Updates and Enhancements
- Regulatory Compliance Updates
- Security Measures and Data Protection
- Industry Thought Leadership
- Merchant Success Stories
- Financial Performance and Shareholder Value

Further topics may be added as required

## 2. Definitions

### a. Stakeholders

In the context of this policy, stakeholders include Fincra merchants, financial partners, regulatory bodies, industry associations, employees, and other entities directly or indirectly impacted by the services and operations of Fincra.

## 3. Guiding Principles

### a. Regulatory Compliance

Our commitment to regulatory compliance is unwavering. As a B2B payment gateway, we operate in a highly regulated environment where adherence to financial regulations is paramount. Our communication efforts will strictly adhere to all relevant financial regulations, including but not limited to data protection laws, anti-money laundering (AML) regulations, and other industry-specific compliance standards.

#### **Implementation:**

- **Regulatory Monitoring:** We will regularly monitor changes in financial regulations to ensure our communication practices align with the latest legal requirements.
- **Legal Review:** We will engage the in-house legal team to review communication materials to verify compliance with relevant regulations.
- **Training and Awareness:** There will be provision of regular trainings to our communication team to ensure awareness of and adherence to financial regulations.
- **Documentation:** We will maintain clear documentation of compliance processes and procedures.

## b. Security and Confidentiality

Given the sensitivity of financial data, we prioritize the security and confidentiality of information in all our communications. As a B2B payment gateway, we recognize the critical importance of protecting financial information to maintain trust and integrity in our relationships with stakeholders.

### Implementation:

- **Encryption:** Utilization of industry-standard encryption protocols for the secure transmission of sensitive information.
- **Access Controls:** Implementation of strict access controls to ensure that only authorized personnel have access to sensitive data.
- **Regular Audits:** We will conduct regular security audits to identify and address vulnerabilities in our communication systems.
- **Employee Training:** Regular training of all team members on security best practices and the importance of maintaining confidentiality.

## c. Industry Expertise

Our communication will reflect a deep understanding of the financial landscape. In a rapidly evolving industry, conveying our expertise is not just a demonstration of knowledge; it is a commitment to educating stakeholders, instilling confidence, and positioning Fincra Technologies as a trusted leader in the B2B payments sector.

### Implementation:

- **Continuous Learning:** We will keep up with industry trends, regulatory changes, and emerging technologies through ongoing training and education.
- **Thought Leadership:** We will share insights and thought leadership content through various channels to showcase our understanding of industry nuances.

## 4. Stakeholder Engagement

### a. Identification and Categorization

Table 1 shows different stakeholders, their definitions and importance

| No. | Stakeholder      | Definition  | Importance  |
|-----|------------------|---|---|
| 1.  | Fincra Merchants | Businesses or organizations that use Fincra payment gateway to process transactions | Merchants are our central stakeholders, directly impacted by the effectiveness and reliability of Fincra’s solutions. Understanding their needs and maintaining a positive relationship is crucial for customer satisfaction and retention. |

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| 2. | Channel/Financial Partners | Banks, financial institutions, or other partners that collaborate with Fincra to offer and deliver financial services. | Building strong relationships with our channel/financial partners ensures the smooth functioning of financial transactions and can open up opportunities for collaboration and innovation. |
| 3. | Regulatory Bodies          | Government agencies and regulatory bodies overseeing the financial services industry, including but exclusive to CBN.  | Compliance with regulatory standards is paramount to the Fincra team. Regular communication and collaboration with regulatory  |

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|    |                  |   |  |
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|    |                  |   | bodies help us stay informed about changes, ensuring compliance, and building a positive regulatory reputation.  |
| 4. | Fincra Employees | Internal staff at all levels within Fincra. | Engaging with Fincra employees is crucial for maintaining a positive organizational culture. Informed and motivated employees contribute to the overall success of the organization. |



|    |                            |  |   |
|----|----------------------------|--|---|
| 5. | Investors and Shareholders | Individuals or entities that have invested in Fincra or hold shares. | Investors and shareholders are interested in the financial health and strategic direction of Fincra. Clear and transparent communication builds trust and confidence among this stakeholder group |
|----|----------------------------|--|---|

**b. Key Communication Topics**

In line with the Marketing, Communication and Content Team’s commitment to transparency and consistent communication, we will focus on the following key topics when engaging with stakeholders:

- **Product Updates and Enhancements:** Communication of new features, improvements, and innovations on our platform to relevant merchants, ensuring they are informed about the latest developments.

- **Regulatory Compliance Updates:** We will regularly inform merchants and partners about changes in regulations that may impact their use of our services, demonstrating a commitment to compliance and transparency.
- **Security Measures and Data Protection:** We will clearly communicate the robust security measures in place to safeguard financial data, assuring merchants and partners of our commitment to data protection.
- **Industry Thought Leadership:** We will share insights, research, and thought leadership content through various channels to position Fincra as an industry authority and keep stakeholders informed about relevant trends.
- **Merchant Success Stories:** We will highlight successful partnerships and case studies to showcase the positive impact of Fincra's payment solutions, building trust and credibility.
- **Financial Performance and Shareholder Value:** We will transparently communicate financial performance updates, ensuring investors and shareholders are informed about the organization's financial health and strategies for Fincra's growth.

## **5. Communication Channels**

### **a. Secure Platforms**

The team will utilize secure communication channels and platforms to ensure the confidentiality and integrity of information exchanged with merchants, partners, and other stakeholders.

### **b. Industry Events**

We will actively participate in relevant industry conferences, webinars, and events to showcase our expertise to our target audience, network with key industry stakeholders, and stay updated on industry trends.

### **c. Thought Leadership**

We will publish thought leadership content through our blog, industry publications, webinars, and other channels to further position Fincra as a thought leader in the B2B payments sector.

## **6. Crisis Communication**

### **a. Regulatory Adherence**

During crises, we will communicate transparently about the steps taken to address issues while ensuring compliance with regulatory requirements. Designated trained spokespersons to handle crisis communication with a focus on maintaining stakeholder trust.

### **b. Rapid Response**

We will establish a rapid-response communication plan for addressing unforeseen events that could impact merchants and/or other stakeholders. This includes pre-drafted messages and a well-defined process for disseminating information promptly.

### **c. Merchant Support**

We will prioritize communication with merchants during crises, providing them with the necessary support, information, and reassurance. Clearly articulate the steps being taken to mitigate any adverse effects on clients.

## **7. Monitoring and Evaluation**

The Marketing, Communication and Content Team will regularly monitor and evaluate the effectiveness of our stakeholder engagement and communication efforts. Using key performance indicators (KPIs) specific to the payments industry to assess the impact and relevance of our communication strategies.

## **8. Training and Awareness**

The Marketing, Communication and Content Team will provide continuous training to team members on the unique aspects of communication in the payments sector, including compliance requirements, industry trends, and client expectations.

## **9. Review and Update**

The Marketing, Communication and Content Team will regularly review and update the policy to ensure alignment with evolving industry standards, regulatory changes, and the strategic goals of Fincra, seeking input from key stakeholders during the review process.

## **10. Approval**

This policy is approved by **Jemima Lewis - Head of Marketing, Communications and Content** and is effective from 30th January 2024. Any subsequent amendments to this policy require approval from Jemima Lewis - Head of Marketing, Communications and Content.